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(54) **CONFIGURING A CUSTOM SEARCH RANKING MODEL**

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(57) **ABSTRACT**

A custom search ranking model is configured using a base ranking model that is combined with one or more additional ranking features. A base ranking model that has already been configured and tuned is selected that serves as the base ranking model for a custom search ranking model. The additional ranking feature(s) to combine with the base ranking model may be manually/automatically identified. For example, a feature selection algorithm may be used to automatically identify ranking features that are likely to have a positive impact on results provided by the base search ranking model. A user may also know of the ranking feature(s) that they would like to add to the base ranking model. The custom search ranking model may also be evaluated by automatically creating a set of virtual queries for evaluation.

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